PURCHASE INTEREST - SUMMARY TABLE

| | Players Lights 25's | | | | Players | | Century | Rothmans | Bright | Northwind | |
	Total Non Menthol Smokers	Generic Smokers	Branded Price Conscious Smokers	Branded Non-Price Conscious Smokers	Menthol Kings (7+ mgs)	Non-Menthol Kings & 100's (7+ mgs)	Non-Menthol Kings (7+ mgs)	Non-Menthol Smokers	Any Menthol Smokers	Green Any Menthol Kings	Blue Any Menthol Kings
N =	509	168	165	176	224	403	268	583	310	402	234
	%	%	%	%	%	%	%	%	%	%	%
Positive Interest	59	55	70	53	57	52	45	45	46	51	49
Definitely buy	24	21	31	22	25	23	14	17	23	22	19
Probably buy	35	34	39	31	32	29	31	28	23	29	30
Might or might not	19	28	12	16	19	21	22	26	13	21	17
Negative Interest	22	16	18	31	24	27	33	29	40	28	34
Probably not buy	12	9	9	16	14	12	14	16	14	13	10
Definitely not buy	10	7	9	15	10	15	19	13	26	15	24

| | Virginia Slims Ovals | | Marlboro Red 25's | | Marlboro Lights 25's | | B&H Ultra Lights Low Tar 100's Smokers 1/2 Non-Menthol--1/2 Menthol | | | Merit Ultra Lights 100's Low Tar Menthol & Non-Menthol 100's Smokers |
	Virginia Slims Smokers	Other 100's Smokers	Marlboro Red Smokers	Other Full Flavor Smokers	Marlboro Lights Smokers	Other Flavor Lows Smokers	Includes B&H Lights	B&H Lights	Excludes B&H Lights	
N =	91	182	176	124	177	135	506	63	443	399
	%	%	%	%	%	%	%	%	%	%
Positive Interest	49	36	68	39	74	44	62	84	59	45
Definitely buy	21	10	38	10	34	14	31	73	25	20
Probably buy	28	26	30	29	40	30	31	11	34	25
Might or might not	11	13	12	17	16	22	15	8	16	22
Negative Interest	40	50	19	44	10	34	22	8	24	33
Probably not buy	13	19	12	25	4	20	10	2	11	11
Definitely not buy	27	31	17	19	6	14	6	13	22	22

QUESTION: Now that you've tried them, how likely would you be to buy (BRAND) cigarettes if they were available in stores where you shop? Would you...(READ LIST)?

[Table 1]